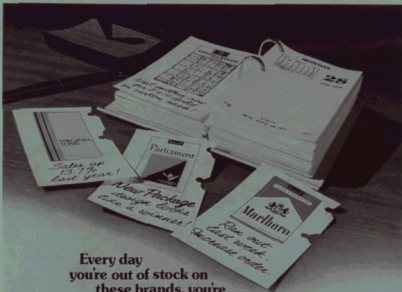


LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT ADVERTISING, INC.

Ad No. 5-2088 - Data Prof - Reg. No. 97135 - B&W Black - 8 1/2 x 11 - Supermarket Folio - 70 - 6/82

Printed in U.S.A.



**Every day
you're out of stock on
these brands, you're
losing sales somebody else will make.**

In 1974, Philip Morris brands' total gain was more than twice that of the rest of the industry combined.

In other words, more than two of every three additional cigarette sales made by Supermarkets last year were Philip Morris brands.

Somebody is getting those extra sales and profits. It can be you, if you keep

Philip Morris brands fully in stock at every location, all the time.

Check your weekly order. Make sure it's up to date with our growth.

Here's the score* for '74:

Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

*Source: 1974 Domestic Market Research Company, December 30, 1974. Excludes all other brands of cigarettes.



The Profit Makers come from **Philip Morris USA**

